



Pre-watching vocabulary for the video Transformation in retail

<https://quizlet.com/286646641/video-shopping-advanced-transformation-in-retail-flash-cards/>

Exercise 1

Watch the video Transformation in retail

https://www.youtube.com/watch?v=QtJGzzoP_G4

Exercise 2

Answer the questions

- 1) What is the new industrial revolution the speakers are talking about?
 - a) data revolution
 - b) material revolution
 - c) service revolution
- 2) Modern customers are driven by technology.
 - a) True
 - b) False
- 3) How can data analysis help retailers succeed in industry?
 - a) It helps save the budget for each month
 - b) It helps predict customers' needs
 - c) They decide where a new brick and mortar store will be constructed
- 4) What is an essential part for retailers to be viable?
 - a) To analyze the past experience of retail industry
 - b) To be capable of adapting to the changing business environments
 - c) To be inflexible and stable

Pre-watching vocabulary for the video The Future of Retail

<https://quizlet.com/286659468/video-advanced-shopping-future-of-retail-flash-cards/>

Exercise 3

Watch the video The Future of Retail

<https://www.youtube.com/watch?v=iRvaWHk3A8k>

Exercise 4

Answer the questions

1. Using beacons by retailers might be useful for customers because...
 - a) A customer doesn't need to pay
 - b) A customer might find out about sales at preferable stores

2. A robotic shop assistant might fulfill such tasks as...
 - a) Delivering goods
 - b) Checking stock and prices
 - c) Providing safety at the store

3. What is the advantage of the smart mirror?
 - a) You can try on dozens of combinations without getting undressed
 - b) It makes you look slimmer
 - c) You might be able to order the item on the screen of the mirror

4. Future innovations in retail industry aim to avoid...
 - a) Paying in cash
 - b) Long queues and hassles

Exercise 5

Answer the question

What do you know about Black Friday?

Do you go shopping during that time?

Watch the video about Black Friday

<https://www.youtube.com/watch?v=GKBmvrLHkP4>

Exercise 6

Answer the questions

- 1) How were festivals in the 20th century useful for retailers?
 - a) Customers could buy goods at the parade
 - b) Parades served as advertising
- 2) After which holiday was the official beginning of shopping time ?
 - a) Thanksgiving
 - b) Easter
- 3) The term 'Black Friday' appeared due to...
 - a) Accidents happened on that day
 - b) Huge traffic jams
- 4) The term 'Black Friday' first appeared in ...
 - a) New York
 - b) Philadelphia
 - c) Los Angeles
- 5) What does the term 'Black Friday' mean under financial theory?
 - a) More loss
 - b) More profit